

**KOLO-TV**  
**EEO PUBLIC FILE REPORT**  
**6/1/04 – 5/31/05<sup>1</sup>**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy<sup>2</sup></b>	<b>RS Referring Hiree</b>
Producer, Morning	1, 4, 5, 8-10, 12, 15, 16	9
Director, Weekend	1, 4, 5, 8-10, 12, 16	9
Director, Evening	1, 4, 5, 8-10, 12, 16	9
Graphic Artist	1, 4, 5, 8-10, 12, 16	16
Tape Editor	1, 4, 5, 8-10, 12, 16	1
Tape Editor	1, 4, 5, 8-10, 12, 16	1
Maintenance Engineer	1-3, 9-12, 14, 16	11
Photographer	1, 5, 6, 9, 10, 12, 16, 27	27
Photographer	1, 5, 6, 9, 10, 12, 16, 27	27
Photographer	1, 5, 6, 9, 10, 12, 16	16
Traffic Assistant	1-3, 10, 12, 16	2
Producer, Weekend	5, 9, 16, 27	27
Account Executive	1, 2, 10, 12, 16, 19, 20, 24	24
Internet Marketing Specialist	1, 2, 4, 10, 12, 13, 16, 19	12
Maintenance Engineer	1, 3, 7, 10, 14-16, 27	27
Account Executive	1, 9, 10, 12, 13, 16, 18, 19, 27	27
Human Resources/Accounting	1, 2, 10, 12, 13, 16, 19	2
Producer	1, 9, 10, 16	1
Executive Producer	1, 5-9, 12, 13, 16	1
Reporter	1, 5, 7, 8, 10, 16, 19	5
Reporter	1, 5, 7, 8, 10, 16, 19	10
Promotions Director	1, 5, 6, 9, 10, 12, 16, 21-23	9
Account Executive	1, 2, 10, 12, 16, 19, 20	16
Master Control Operator	1, 8, 10, 12, 14, 16, 25, 27	1
Master Control Operator	1, 8, 10, 12, 14, 16, 25, 27	27
Master Control Operator	1, 8, 10, 12, 14, 16, 25, 27	1
Master Control Operator	1, 8, 10, 12, 14, 16, 25, 27	27
Photographer	1, 8, 10, 12, 16	1
Receptionist	1, 4, 8, 10, 12, 16, 26	12

<sup>1</sup> This report was modified in May 2006 to address certain data and formatting discrepancies.

<sup>2</sup> Please see Section II for details concerning entitled sources. For all jobs on this report, the station notified any source that was entitled to receive notifications at the time of outreach.

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	Station website: <a href="http://www.Kolotv.com">www.Kolotv.com</a> 4850 Ampere Drive Reno, NV 89502 775-858-8888 Human Resources	N	17
2	RenoHelpWanted website: <a href="http://www.Renohelpwanted.com">www.Renohelpwanted.com</a> 1 Civic Center Plaza #506 Poughkeepsie, NY 12601 800-365-8630	N	32
3	<i>Reno Gazette-Journal</i> Classifieds 955 Kuenzli Street Reno, NV 775-788-6200	N	1
4	Truckee Meadows Community College Renee Baker 7000 Dandini Blvd Reno, NV 89512 775-673-7111 775-674-7672	N	1
5	MediaLine website: <a href="http://www.medialine.com">www.medialine.com</a> PO Box 51909 Pacific Grove, CA 93950 800-237-8073 Mark Shilstone	N	3
6	National Association of Broadcasters website: <a href="http://www.NAB.org">www.NAB.org</a> 1771 N Street, NW Washington, DC 20036 202-429-5200	N	0
7	Nevada Broadcasters Association website: <a href="http://www.Nevadabroadcasters.org">www.Nevadabroadcasters.org</a> 1050 Flamingo RD. Suite #S-110 Las Vegas, NV 89119 877-794-4994	N	0
8	University of Nevada Reno–School of Journalism Ethel Kirk 1664 N Virginia St Reno, NV 89557 775-784-4678 Ethel Kirk	Y (from 06/01/04-08/01/04)	2

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9	TV Jobs Website: <a href="http://www.tvjobs.com">www.tvjobs.com</a> PO Box 4116 Oceanside, CA 92052 800-374-0119 Mark Holloway	N	17
10	Gray Television Station Group WSAW TV 1114 Grand Avenue Wausau, WI 54403 (715) 845-4211 Jane Ploeger <a href="mailto:jploeger@wsaw.com">jploeger@wsaw.com</a> <i>Source sends postings to other Gray stations.</i>	N	3
11	Napa Valley College JoAnn Marks-Rios 2277 Napa-Vallejo Highway Napa, CA 94558 (707) 253-3000	N	3
12	Work Reno website: <a href="http://www.workreno.com">www.workreno.com</a> 61 West 41 <sup>st</sup> Ave San Mateo, CA 94403 (888) 289-0314	N	26
13	ProNet Richard Lemos 560 Mill Street, Ste. 200 Reno, NV 89502 (775) 688-1680	N	0
14	Society of Broadcast Engineers Scott Jones <a href="mailto:Scott-kjones@sbe.org">Scott-kjones@sbe.org</a> 9247 N. Meridian Street, #305 Indianapolis, IN 46260 (317) 846-9000	N	4
15	Jobs4broadcast website: <a href="http://www.Jobs4broadcast.com">www.Jobs4broadcast.com</a>	N	0
16	Internal Posting/Candidate	N	23
17	American Women in Radio & Television 8405 Greensboro Dr. #800 McLean VA 22102 Donna Wright 703-506-3290 <a href="http://www.awrt.org">www.awrt.org</a>	N	0
18	Advertising Association of Northern Nevada 299 So. Arlington Ave Reno NV 89502 <a href="http://www.a2n2.com">www.a2n2.com</a> Kerri Garcia 775-827-7311	N	0

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19	Nevada Job Connect (Unemployment) 300 East 3rd Street Carson City NV 89713 775-834-1970 FAX 775-688-1279 Robert Umhani Supervisor www.nevadajobconnect.com	N	0
20	Walk-ins	N	9
21	Marketing Ideanet Newsletter 6839 Charter Hills Road Charlotte NC 28277 Graeme Newll <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a> 704-543-1426	N	0
22	National Alliance of State Broadcasters National Job Bank: <a href="http://www.careerpage.org">www.careerpage.org</a>	N	0
23	TV Spy website: <a href="http://www.tvspy.com">www.tvspy.com</a>	N	0
24	Non-employee referrals	N	3
25	Truckee Meadows Community College Web Site "Virtual Career Fair" 7000 Dandini Blvd Reno NV 89512 Renee Baker 775-674-7672www.tmcc.edu	N	0
26	Morrison University Reno Tahoe Tech Center 10315 Professional Circle Suite 201 Reno, NV 89521 Angela Simpson (775) 850-0700 x.113 andgela.simpson@morrison_northface.edu	N	1
27	Employee referrals	N	10
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD:</b>			<b>155</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Internship Program	<p>KOLO-TV maintains an ongoing Internship Program with University Nevada Reno and the local high schools for students who are interested in a broadcasting career. These internships are offered for the term of one semester and afford students studying communications the opportunity to achieve practical experience in the field.</p> <p>During the reporting period, the station had 7 Interns, as follows:</p> <ul style="list-style-type: none"><li>- During the Summer 2004, the station had 4 Interns. 1 Intern worked in the News Department, working with Directors. 1 Intern worked in the News Department working with Producers. 2 Interns worked in the Sports Department working both with the Sports Director and with the Weekend Sports Anchor/Reporter.</li><li>- During the Fall 2004, the station had 3 Interns. 1 Intern worked in our Sports Department, working both with the Sports Director and the Weekend Sports Anchor/Reporter. 2 Worked in the News Department, working with Producers.</li></ul>
2	Event or program sponsored by educational institutions relating to broadcasting careers	<p>On December 3, 2004, KOLO-TV gave a presentation, discussion and informational tour to college journalism students interested in broadcast journalism careers.</p>
3	Participate in job fair	<p>On March 8, 2005, the station participated in the University of Nevada Reno Career &amp; Internship Fair. Station participants gave a general presentation to students regarding broadcast journalism careers and discussed broadcast careers with attendees in more detail. Station participants included News Director, General Manager, Director of Sales, Chief Engineer, Local Sales Manager, Production Supervisor, Creative Services Manager, and Human Resources.</p>
4	Management EEO training	<p>On December 14, 2004, station supervisors and managers received anti-discrimination / anti-harassment training through the "Nevada Association of Employers Training in the Workplace" program. Station participants included News Director, General Manager, Director of Sales, Chief Engineer, Business Manager, Local Sales Manager, Creative Services Manager, Human Resources, and Promotions Manager.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>5</b>	Participate in job fair	On March 8, 2005, the station participated in the University of Nevada Reno Career & Internship Fair. The station gave a presentation to attendees and discussed broadcast journalism careers with students. Station participants included News Director, General Manager, Director of Sales, Chief Engineer, Local Sales Manager, Production Supervisor, Creative Services Manager, and Human Resources.
<b>6</b>	Event or program sponsored by educational institutions relating to broadcasting careers	On May 18, 2005 , the station participated in the Washoe County School District Career & Technical Education Student Project Showcase at Truckee Meadows Community College. The station gave a presentation and discussed broadcast journalism careers with students. Station participants included News Director and General Manager.

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<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Producer	1, 4-7, 9, 10, 12, 16, 22, 25, 28, 30	30
Producer	1, 4-7, 9, 10, 12, 16, 22, 25, 28	16
Accounting Assistant	1, 2, 4, 10, 12, 16, 19, 22, 25, 26	12
Graphic Artist	1, 2, 4, 7, 9, 10, 12, 16, 19, 21, 22, 25, 28	16
Master Control Operator	1, 4, 7, 10-12, 14, 16, 19, 22, 25, 27	12
Master Control Operator	1, 4, 7, 10-12, 14, 16, 19, 22, 25, 27-29	29
Account Executive	1, 4, 5, 9, 10, 12, 13, 16, 19, 20, 25, 26, 29	29
Assignment Manager	1, 5, 9, 10, 12, 19, 22, 25	9
Anchor / Reporter	1, 5, 7, 9, 10, 12, 14, 15, 17, 22, 24, 25, 27-29	29
Photographer	1, 4, 9-12, 19, 22, 25-29	29
Accounting Assistant	1, 2, 4, 10, 12, 16, 19, 22, 25, 26	12
Promotions Assistant	1, 4, 5, 9-12, 19, 22, 25, 27-29	29
Reporter / Anchor	1, 5, 7, 9, 10, 12, 15, 17, 22, 24	1
Sports Director / Anchor	1, 5, 7, 9, 10, 12, 15, 17, 22, 24, 29	29
Sports Reporter / Anchor	1, 5, 7, 9, 10, 12, 15, 17, 22, 24, 29	9
Sports Director / Anchor	1, 5, 7, 9, 10, 12, 15, 17, 22, 24, 29	16
Sports Reporter / Anchor	1, 5, 7, 9, 10, 12, 15, 17, 22, 24, 29	29
Tape Editor	1, 4, 5, 9, 10, 12, 19, 22, 25, 27, 28	12
Camera Operator	1, 4, 5, 9, 10, 12, 19, 22, 25, 27, 28	12

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<sup>1</sup> This report provides recruitment data collected through 05/30/2006.

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6/1/05 – 5/31/06

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1	Station website: <a href="http://www.Kolotv.com">www.Kolotv.com</a> 4850 Ampere Drive Reno, NV 89502 775-858-8888 Human Resources	N	23
2	RenoHelpWanted website: <a href="http://www.Renohelpwanted.com">www.Renohelpwanted.com</a> 1 Civic Center Plaza #506 Poughkeepsie, NY 12601 800-365-8630	N	0
3	<i>Reno Gazette-Journal</i> Classifieds 955 Kuenzli Street Reno, NV 775-788-6200	N	0
4	Truckee Meadows Community College Renee Baker 7000 Dandini Blvd Reno, NV 89512 775-673-7111 775-674-7672	N	5
5	MediaLine website: <a href="http://www.medialine.com">www.medialine.com</a> PO Box 51909 Pacific Grove, CA 93950 800-237-8073 Mark Shilstone	N	3
6	National Association of Broadcasters website: <a href="http://www.NAB.org">www.NAB.org</a> 1771 N Street, NW Washington, DC 20036 202-429-5200	N	0
7	Nevada Broadcasters Association website: <a href="http://www.Nevadabroadcasters.org">www.Nevadabroadcasters.org</a> 1050 Flamingo RD. Suite #S-110 Las Vegas, NV 89119 877-794-4994	N	0
8	University of Nevada Reno–School of Journalism Ethel Kirk 1664 N Virginia St Reno, NV 89557 775-784-4678 Ethel Kirk	N	0



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9	TV Jobs Website: <a href="http://www.tvjobs.com">www.tvjobs.com</a> PO Box 4116 Oceanside, CA 92052 800-374-0119 Mark Holloway	N	2
10	Gray Television Station Group WSAW TV 1114 Grand Avenue Wausau, WI 54403 (715) 845-4211 Jane Ploeger <a href="mailto:jploeger@wsaw.com">jploeger@wsaw.com</a> <i>Source sends postings to other Gray stations.</i>	Y	0
11	Napa Valley College JoAnn Marks-Rios 2277 Napa-Vallejo Highway Napa, CA 94558 (707) 253-3000	N	0
12	Work Reno website: <a href="http://www.workreno.com">www.workreno.com</a> 61 West 41 <sup>st</sup> Ave San Mateo, CA 94403 (888) 289-0314	N	22
13	ProNet Richard Lemos 560 Mill Street, Ste. 200 Reno, NV 89502 (775) 688-1680	N	0
14	Society of Broadcast Engineers Scott Jones <a href="mailto:Scott-kjones@sbe.org">Scott-kjones@sbe.org</a> 9247 N. Meridian Street, #305 Indianapolis, IN 46260 (317) 846-9000	N	0
15	Jobs4broadcast website: <a href="http://www.Jobs4broadcast.com">www.Jobs4broadcast.com</a>	N	0
16	Internal Posting/Candidate	N	3
17	American Women in Radio & Television 8405 Greensboro Dr. #800 McLean VA 22102 Donna Wright 703-506-3290 <a href="http://www.awrt.org">www.awrt.org</a>	N	0
18	Advertising Association of Northern Nevada 299 So. Arlington Ave Reno NV 89502 <a href="http://www.a2n2.com">www.a2n2.com</a> Kerri Garcia 775-827-7311	N	0

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19	Nevada Job Connect (Unemployment) 300 East 3rd Street Carson City NV 89713 775-834-1970 FAX 775-688-1279 Robert Umhani Supervisor www.nevadajobconnect.com	N	3
20	Walk-ins	N	2
21	Marketing Ideanet Newsletter 6839 Charter Hills Road Charlotte NC 28277 Graeme Newll <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a> 704-543-1426	N	0
22	National Alliance of State Broadcasters National Job Bank: <a href="http://www.careerpage.org">www.careerpage.org</a>	N	2
23	TV Spy website: <a href="http://www.tvspy.com">www.tvspy.com</a>	N	0
24	Morrison University Reno Tahoe Tech Center 10315 Professional Circle Suite 201 Reno, NV 89521 Angela Simpson (775) 850-0700 x.113 <a href="mailto:angela.simpson@morrison_northface.edu">angela.simpson@morrison_northface.edu</a>	N	0
25	University of Nevada Reno Career Navigator 1664 N. Virginia St Reno NV 89557 <a href="http://www.unr.edu/career/employers/CareerNavigator.html">www.unr.edu/career/employers/CareerNavigator.html</a>	N	7
26	Morrison University Reno Tahoe Tech Center 10315 Professional Circle Suite 201 Reno NV 89521 Angela Simpson 775-850-0700 x 113 <a href="mailto:angela.simpson@morrison_northface.edu">angela.simpson@morrison_northface.edu</a>	N	0
27	Washoe County Senior Center (Also AARP) 155 E. Ninth Street Reno NV 89512 Attn: BJ 775-328-2575 FAX 775-328-6192	N	0

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28	California Chicano News Media Association <a href="http://www.ccnma.org">www.ccnma.org</a> USC Annenberg School of Journalism 300 S. Grand Avenue # 3950 Los Angeles, CA, 90041 Fax: 213-437-4423 Email: <a href="mailto:ccnmainfro@ccnma.org">ccnmainfro@ccnma.org</a> Effective 06/25/2005	N	0
29	Employee Referrals	N	7
30	Non-employee Referrals	N	1
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			80

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	Internship Program	<p>KOLO-TV maintains an on-going Internship Program with University Nevada Reno and the local high schools for students who are interested in a broadcasting career. These internships are offered for the term of one semester and afford students studying communications the opportunity to achieve practical experience in the field.</p> <p>During the reporting period, the station had 8 Interns, as follows:</p> <ul style="list-style-type: none"><li>- During the Summer 2005, the station had 1 Intern. 1 Intern worked in the Production/News Department, working with Producers, Directors, Audio and Camera Operators.</li><li>- During the Fall 2005, the station had 2 Interns. 1 Intern worked in our Sports Department, working both with the Sports Director and the Weekend Sports Anchor/Reporter. 1 Intern worked in the Production/News Department, working with Producers, Directors, Audio and Camera Operators</li><li>- During the Winter of 2005, the station had 1 Intern. 1 Intern worked in our Weather Department, working with the Evening/Weekend Meteorologist.</li><li>- During the Winter of 2006, the station had 1 Intern. 1 Intern worked in the News/Production Department, working with Producers, Directors, Audio and Camera Operators.</li><li>- During the Spring of 2006, the station had 3 Interns. 1 Intern worked in our Sales Department, working directly with Account Representatives, learning Television Sales. 2 Interns (1 from out of state) worked in our Production/News Department, working with Producers, Directors, Audio and Camera Operators.</li></ul>
<b>2</b>	Participate in Job Fair	<p>A KOLO-TV job fair was held on September 14, 2005, in conjunction with WorkReno.com. Station gave a presentation and information to attendees regarding open positions at the station. Station participants included General Manger/VP, News Director, Human Resources, and Promotions Manager.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>3</b>	Participate in Job Fair	A KOLO-TV job fair was held on November 11, 2005, in conjunction with University of Nevada. College journalism students were given a presentation and information concerning the station. The fair was open to all majors. Station participants included General Manager/VP, News Director, Human Resources, Promotions Manager, Sales Manager, and various on air talent.
<b>4</b>	Participate in Job Fair	A KOLO-TV job fair was held on January 4, 2006, in conjunction with WorkReno.com. The station gave a presentation and information to attendees regarding open positions at the station. Station participants included General Manager, News Director, Sales Manager, Human Resources, and Creative Services Manager.
<b>5</b>	Participate in Job Fair	A KOLO-TV job fair was held on March 8, 2006, in conjunction with University of Nevada. College journalism students were given a presentation and information concerning the station. The fair was open to all majors. Station participants included General Manager/VP, News Director, Human Resources, Promotions Manager, Manager, and various on air talent.
<b>6</b>	Participate in Job Fair	A KOLO-TV job fair was held on May 16, 2006, in conjunction with WorkReno.com. Presentation, information given to the Public regarding open positions at KOLO. Station gave a presentation and information to attendees regarding open positions at the station. Station participants included Sales Manager, Human Resources, and Creative Services Manager.
<b>7</b>	Event or program sponsored by educational institutions relating to broadcasting careers	On February 15, 2006, KOLO-TV held an educational event for a college Journalism class. The event included a tour of station; Q&A with Anchors, News Director, and Human Resources Manager; and a visit to the production area to learn about camera operation and production.